DESIGN

(TABLE LAMP Box)

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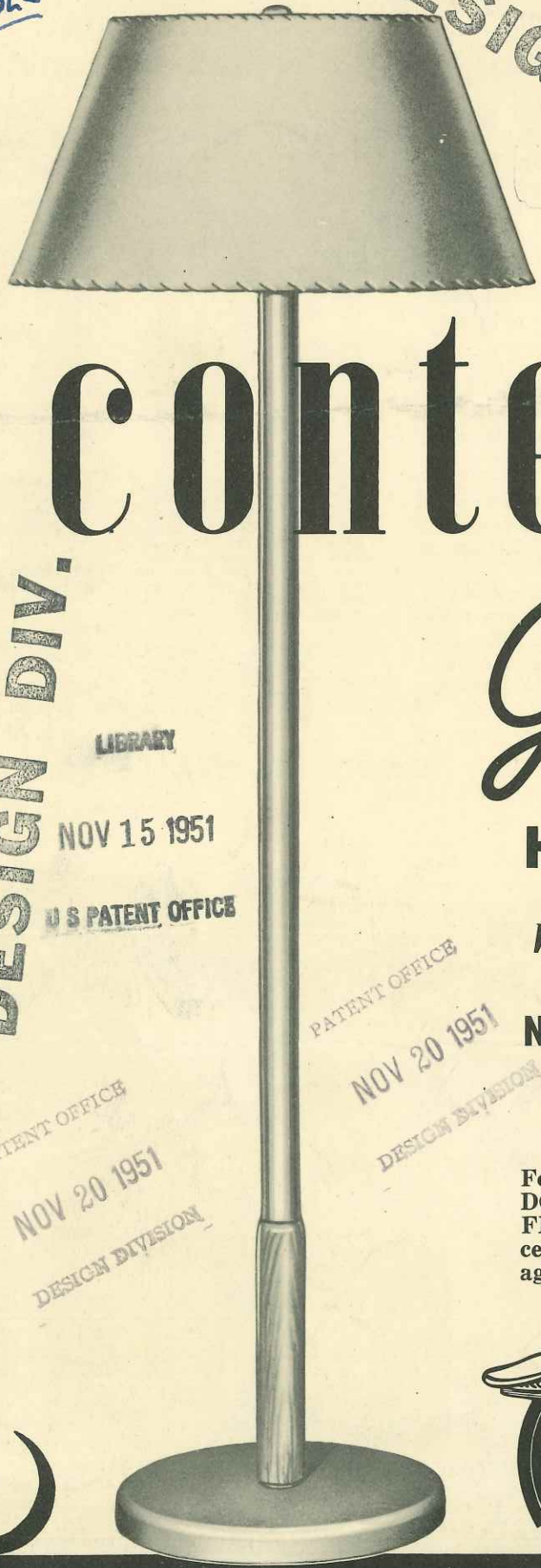

Introducing

contemp'd

A-17

Generals'

NEW
Hotel Lamps

with the remarkable

New SAFETY TIP **Feature**

For HOTELS, TOURIST COURTS, DORMITORIES, HOSPITALS, OFFICES, and HOMES. Built exceptionally sturdy to take hard usage and long wear.

General Lamps
MFG. CORP., ELWOOD, INDIANA

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OVER FIFTY YEARS OF LIGHTING SERVICE SINCE 1896

Lamps for Today With a Touch

A complete selection — all blending style — lifetime construction

★ And the remarkable new SAFETY TIP feature that permits tipping to an unusual extreme without danger of falling forward or backward — saves accidents, saves the lamp. This degree of tip is up to 59% greater than required in government or any other specifications.

★ Designed to lend beauty to any room and particularly adaptable when redecorating. The simple soft lines of these lamps will fit into any scheme of decoration, whether conventional, modern, or period. The lovely neutra-tone finished hard wood break on base blends well with any color scheme.

★ The "contempo" line is finished in GENERAL'S new PLATINUM CHROME high baked non-tarnishing, non-corroding finish that wears like china dish and withstands any climate. Easy to clean, and easy to keep clean.

★ Engineered for the hardest kind of service. All fittings are solid turnings of brass or steel. No white metal used. No parts decorative or otherwise are used that will crystallize and fall apart.

★ Shades are made of laced Geno-plastex, the new fibre glass material that can be cleaned with soap and water, are fire resistant, will not warp or discolor, crack or disintegrate. They give a soft luminous effect. Heavy gauge wire in frames, 7 feet of cord outside lamp. All electrical parts carry underwriters approval.

No. 4670/340. "SAFETY TIP" DESK OR TABLE LAMP with 16 in. adjustable Geno - plastex cone shaped shade, Beige color. Overall ht. 22 in., 6 to std. pkg., wt. 60 lbs.

No. 4671/341. Above lamp available also as "SAFETY TIP" table lamp with 8 in. plastic reflector, three way switch for regular or 50-100-150 watt bulb.

No. 4680/1640. VANITY OR DRESSER "SAFETY TIP" LAMP. Has 8 in. Geno-plastic Beige color, adjustable shade. Also for tap room or restaurants. Overall ht. 16 in. 12 to std. pkg., wt. 60 lbs.

No. 4675/1625. Twin "SAFETY TIP" BED LAMP with two 6 in. Geno-plastex adjustable shades, Beige color. Trim tubular arms cross so that joint is hidden. Notice trim cover on regulation pull chain socket. Overall ht. 21 in. 6 to std. pkg., wt. 60 lbs.

No. 5360/340. "SAFETY TIP" BRIDGE. Exceptionally well styled with one piece curved arm. Notice trim cover on regulation pull chain socket. 16 in. Beige cone Geno - plastex shade adjusts on ball swivel joint. Overall ht. 58½ in. 2 to std. pkg., wt. 45 lbs.

No. 3080. "SAFETY TIP" SMOKING STAND made extra heavy with large removable amber glass tray. Exceptionally strong easy grip handle. Overall ht. 27 in. Individually packed. 2 to std. pkg., wt. 40 lbs.

No. 5350/335. One-lite "SAFETY TIP" DIRECT FLOOR LAMP. Regular size socket takes up to 100 watt bulb—19 in. shade tilts, shade is Geno-plastex in all blending Beige color. Overall ht. 58 in. 2 to std. pkg., wt. 45 lbs.

No. 5351/335. Above lamp W/10 in. glass reflector and mogul socket for 100-200-300 watt bulb. Has "SAFETY TIP."

No. 5355. TORCHIER with 15 in. glass reflector and mogul socket for 100-200-300 watt bulb turn knob switch. Overall ht. 64 in. Packed 2 to std. pkg., wt. 50 lbs.

No. 5356. Above torchier with metal reflector.

Special finishes and shade colors available in quantity lots. WRITE FOR DETAILS

# of Tomorrow

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TWO NEW *General* Hi-Lo Bed Lamps

Two designs that go anywhere. For wood or metal beds, with high or low, square or rounded head boards.

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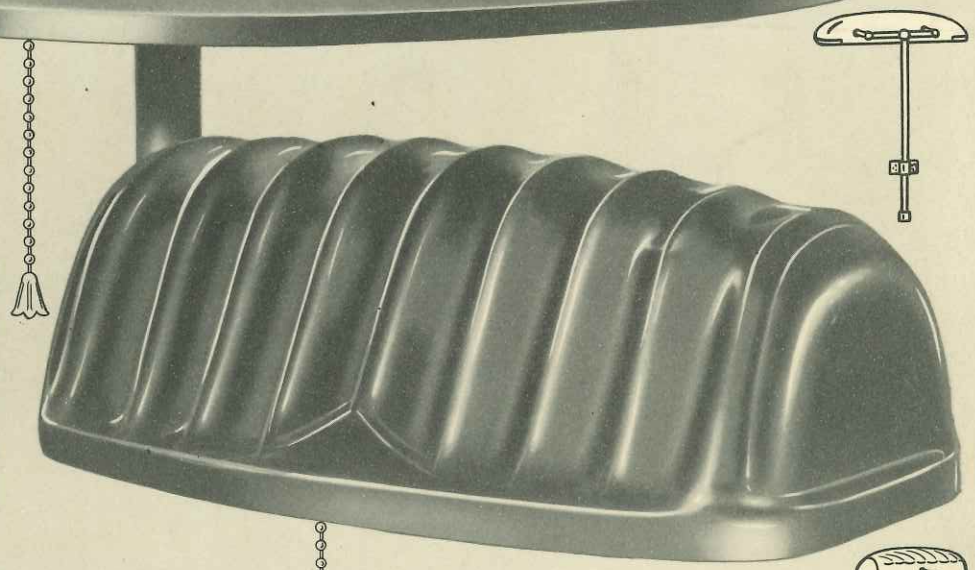


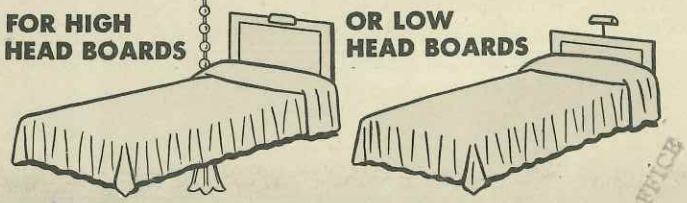
Theft proof

adjustable shades

Non-tarnishing, Non-corroding

No. 2090 (above) "Hi-Lo" Theft Proof Bed Lamp in same PLATINUM CHROME high baked finish as General's New "Contempo" lamps. Heavy all metal one piece shade, trim rounded design, fits any scheme of decoration. 14 in. long. Attractive moulding on edge. Lamp has 18 in. extension and double arm bracket (see inset) with two ball swivel joints so shade can be tilted up or down. Extension arm easily attaches to all types of bed. Pull chain socket. 12 to std. pkg., wt. 50 lbs.

No. 1460 (right) "Hi-Lo" Theft Proof Bed Lamp finished in beautifully high lighted Old English Bronze. Heavy all metal one piece shade with curved under bottom edge. Has 18 in. extension and single arm bracket with ball swivel joint so shade can be tilted. Pull chain socket. 12 to std. pkg., wt. 50 lbs.



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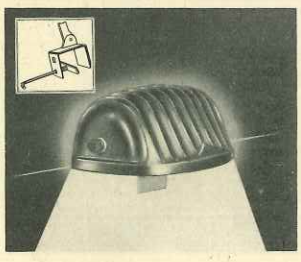
OTHER STYLES

for HIGH head boards



No. 1600 HOTEL THEFT PROOF BED LAMP All Metal With New Design Fluted One Piece 9 Inch Shade. "If they take the lamp, they take the bed." This compact bed lamp is equipped with a rugged special 'theft proof" set screw which requires a key to take off (1 key furnished with each 12 lamps). The clamp is adjustable for head rails from ¾ inch to 2 inches. Finished in high lighted Old English Bronze. Packed 12 in standard package. Shipping weight approximately 30 pounds.

for LOW head boards

No. 1472 FLEXIBLE ARM THEFT PROOF BED LAMP One Piece, New Design Fluted 9 Inch Metal Shade. The 9 inch FLEXIBLE ARM makes the lamp adjustable for use on all low head board beds. Screw it on permanently with special left hand theft proof screws. It fills many needs. Finished in high lighted Old English Bronze. 12 in a standard package. Shipping weight approximately 40 pounds.

ALL GENERAL LAMPS are unconditionally guaranteed against any defects in workmanship and materials.

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